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Approved For Release 1999/09/26 : CIA-RDP78-06180A000300240007-2

Memorandum

TO : Director, [REDACTED]  
Attn: Deputy for Field Operations

SL-659-72  
DATE: 10 July 1972

FROM : Chief, [REDACTED]

25X1A6a

SUBJECT: CIA Booth on Drug Abuse/Potential Use as a Public Relations Item

REF : [REDACTED] 23 June 1972

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1. Following the conversation in referent, I have thought considerably about the suggestion I made that the CIA booth on drug abuse might be used to good advantage throughout the country as a public relations item. Although I can envision reasons not to have [REDACTED] directly identified with the exhibit, I still feel it would be a worthwhile effort to use our good offices to arrange space for the booth in Federal or State buildings for display [REDACTED]. The fact that the display won first prize at the American Medical Association Convention in San Francisco would make it an interesting subject for view by both Federal employees and local residents in any major metropolitan area. The fact that it is on a subject of major concern to all individuals, particularly parents, would make it additionally attractive. The attached item from the St. Louis Post-Dispatch, while not totally flattering, does identify the display as winning first prize in San Francisco. I personally feel that the publicity engendered in most local newspapers would be more flattering than the attached item.

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[REDACTED]

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best located for the display. I realize that sending this display to 15 cities would entail considerable expense, but think it would be worth the effort, particularly in view of the Director's interest in improving the CIA image. I hope this possibility will be discussed with OMS who I understand is responsible for this exhibit. I personally would like very much to see it, as I had no opportunity to do so while in Washington.

3. The [REDACTED] Office has been one of the contributors to International Division's efforts on drug abuse, and we hope to continue to support them. If this suggestion is not acceptable to [REDACTED] thinking or to OMS plans, I would appreciate the reasons behind the rationale.

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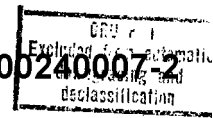
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Attachment: "CIA Booth Has Fake Marijuana"

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